

EVALUATING NETWORK GROWTH: A CASE STUDY USING SOCIAL NETWORK ANALYSIS

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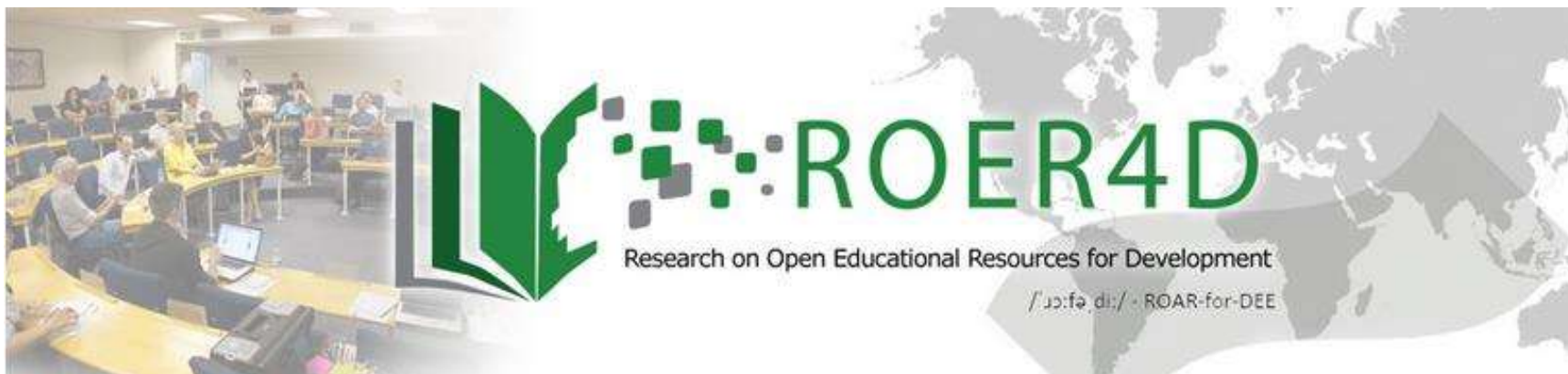
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Evaluating network growth: A case study using Social Network Analysis

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Outline

- The project being evaluated: ROER4D
- Evaluation framework: what & how
- The Tools workflow
- Findings: Twitter network growth & online interactions
- Discussion & conclusion

THE ROER4D PROJECT

Research on Open Educational Resources for Development

- In what ways, and under what circumstances can the **adoption of OER** address the increasing demand for accessible, relevant, high-quality and affordable education and what is its impact in the Global South?*

A world map with a light gray background. The landmasses are shown in a darker gray. A large, semi-transparent blue area highlights the 'Global South' regions, which include South America, sub-Saharan Africa, and Southeast Asia. The text 'in the Global South' is written in green over this blue area.

in the Global South

<http://roer4d.org/>

Research on Open Educational Resources for Development in the Global South

GENERAL OBJECTIVE:

IMPROVE EDUCATIONAL POLICY, PRACTICE and RESEARCH in developing countries
by better understanding the use and impact of OER

August 2013 - February 2017

PROJECT CLUSTERS

- OER Desktop Review
- OER Survey
- Academics' adoption of OER
- Teacher educators' adoption of OER
- OER adoption in one country
- OER impact studies
- Baseline educational expenditure



roer4d.org

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ResearchOERforDevelopment](https://facebook.com/ResearchOERforDevelopment)
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ROER4D
Research on Open Educational Resources for Development
/ˈɔːr.ə diː/ - ROAR-for-DEE



wawasan
open UNIVERSITY
the people's university

IDRC
International Development
Research Centre



CRDI
Centre de recherches pour le
développement international



created by Rondine Carstens and the ROER4D team



ROER4D has 86 researchers across 18 sub-projects in 26 countries
across 16 time zones

ROER4D Objectives

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content



EVALUATING ROER4D

ROER4D Key Evaluation Areas

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content

EVALUATION



**Using the utilization
focused evaluation (UFE)
framework**



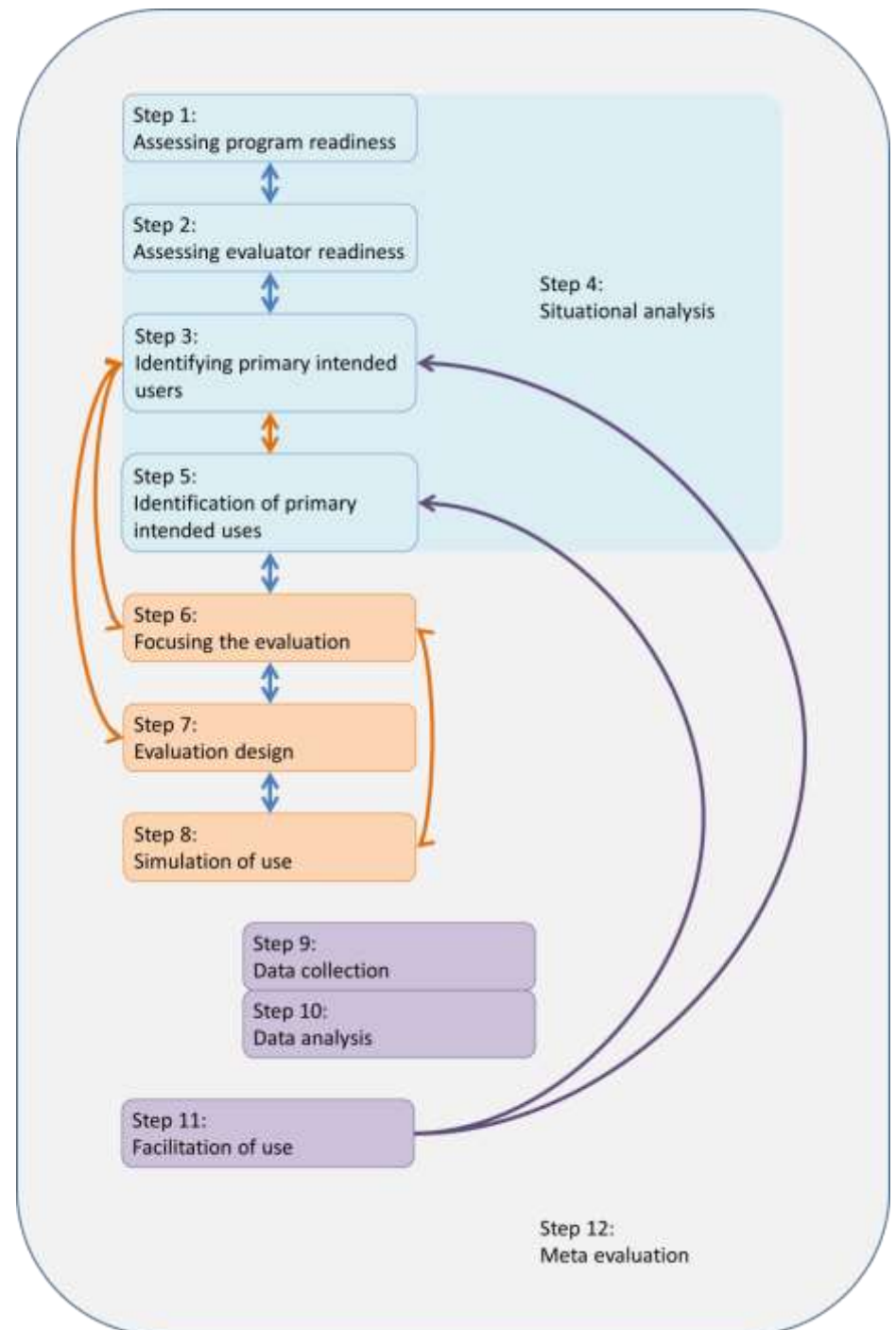
What is utilization focused evaluation (UFE)?

UFE is centered around intended use by intended users

- What do the users (key stakeholders) want to know?
- How will answers to the evaluation questions potentially help to improve the project?

UFE in 12 steps:

Steps are *iterative*,
not linear



Utilization Focused Evaluation
Framework (Adapted from Ramirez
& Brodhead, 2013)

ROER4D Key Evaluation Areas

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content

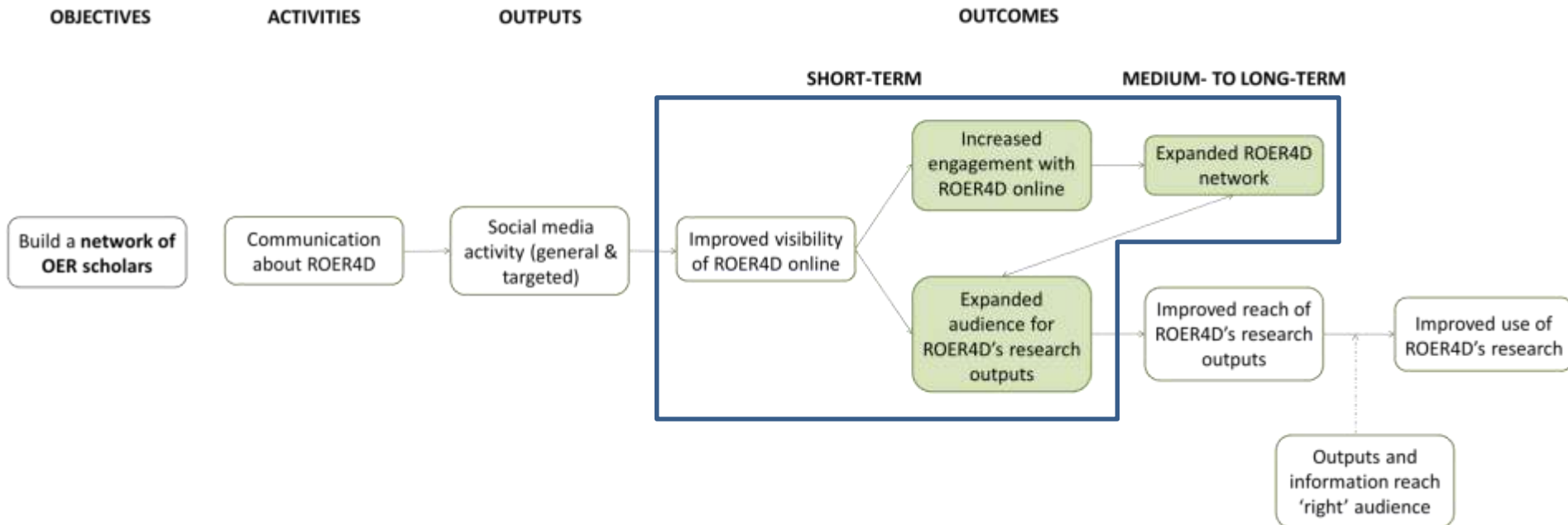


**Social
networking**

KEQ:

To what extent has ROER4D built a network of OER scholars?

Twitter in communications



Use(s)

KEQs

Measure

Tools

To improve
ROER4D's
communication
strategy

To have proof of
concept about
ROER4D's
networking model

To what extent has
ROER4D built a
network of OER
scholars?

Social media
networks analytics
e.g. Twitter

Twitter Analytics

TAGS

NodeXL

Twitter Analytics

Account activity

Number of followers

Number of tweets per week
and activity around those
tweets

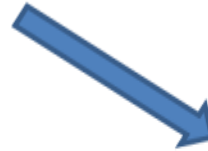
TAGS

Interactions - over time

Archive of tweets

Summary of top tweeters

Network diagram of replies,
mentions and retweets



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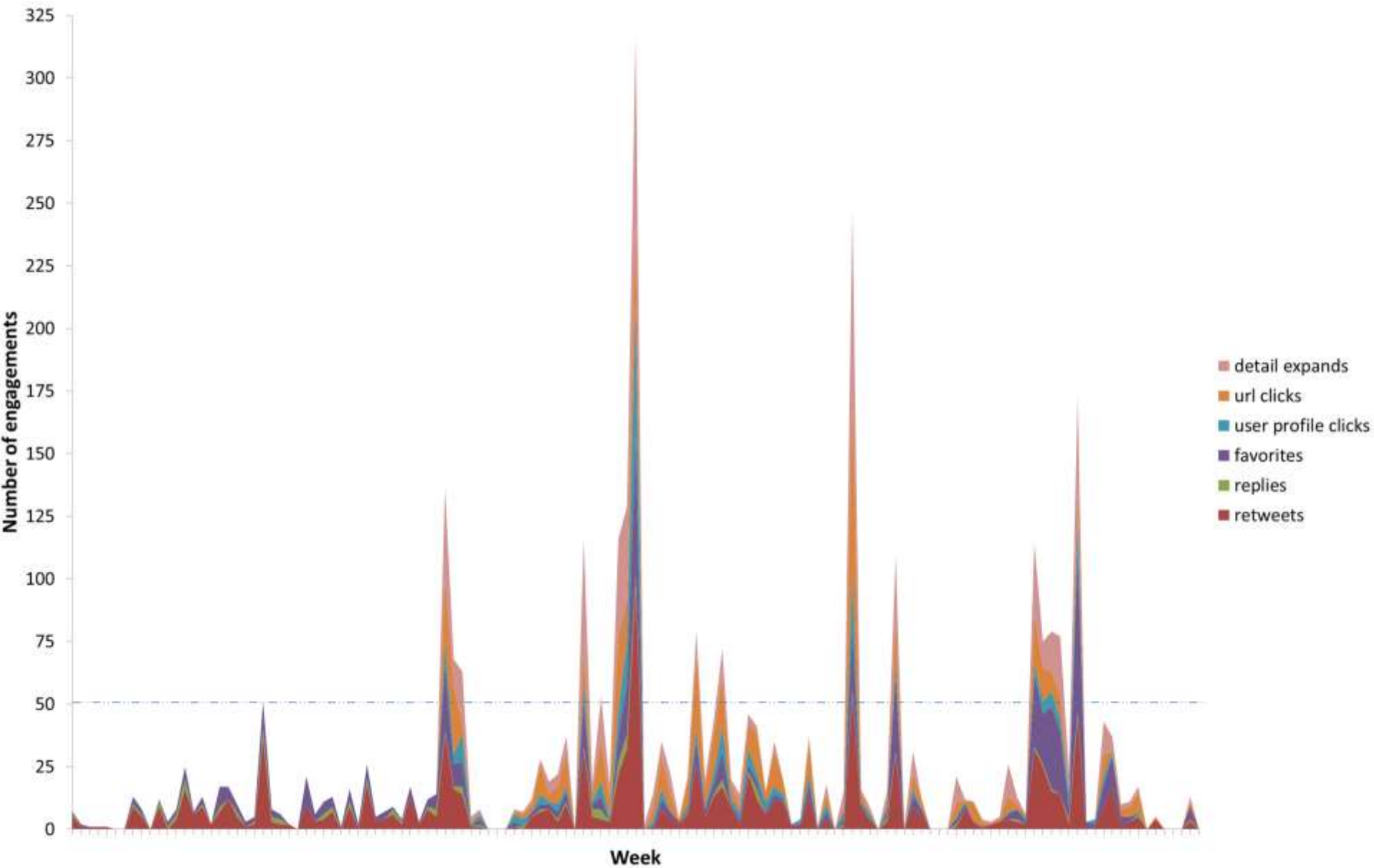
Interactions - 7-day window

7-day snapshots:
Network diagrams of replies
and mentions

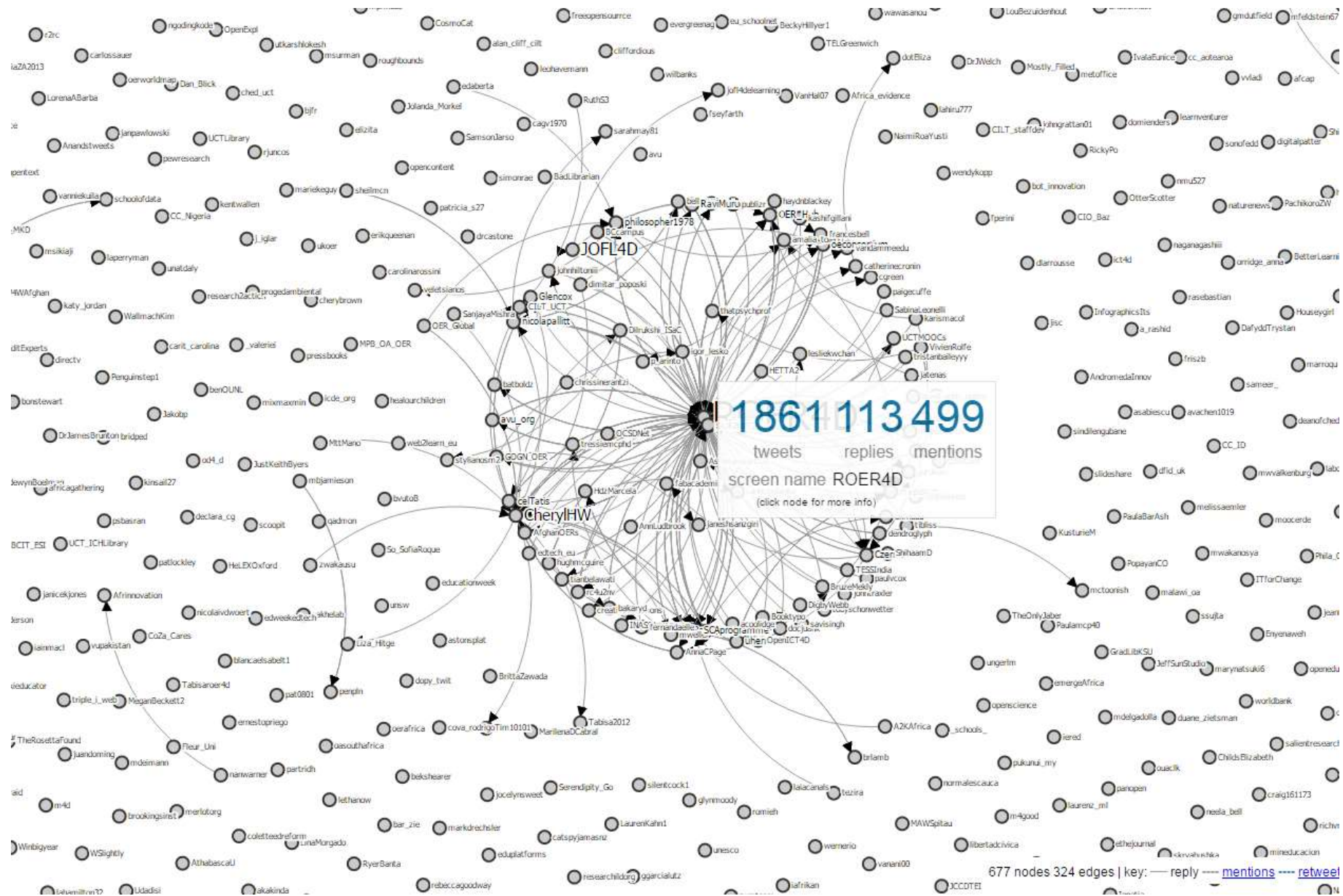
**Data collected monthly or
when the PIU requires an update**

FINDINGS

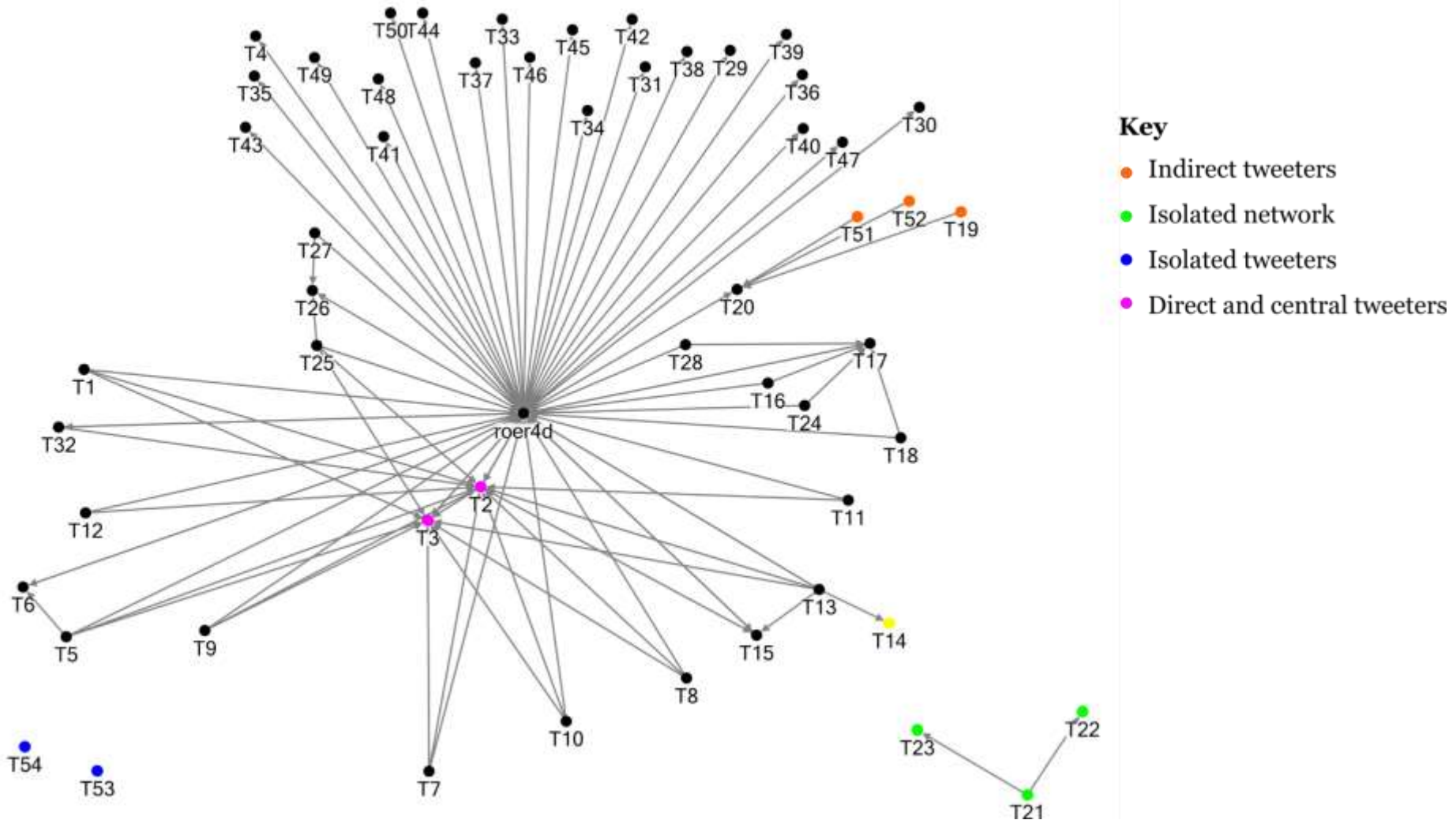
Twitter Analytics



TAGS



NodeXL



DISCUSSION & CONCLUSION

Key points

- SNA focuses on relationships – good for networking
- Tools workflow for ROER4D networking data
- Tracks network growth and interactions over time
- Evidence of success in the ROER4D project
- Informed project & fueled improvement
- Can be applied to other projects

Thank you!

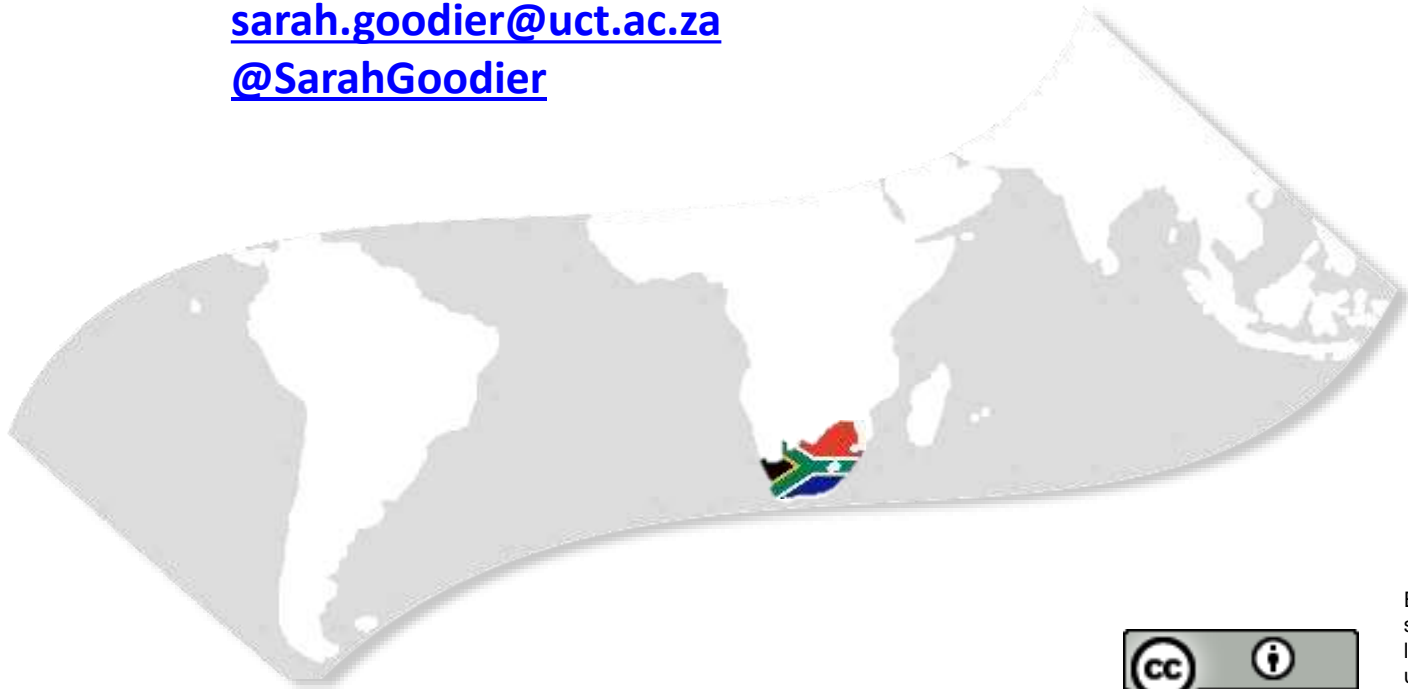


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[@SarahGoodier](#)



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screenshots and
logos and/or
unless otherwise
indicated on
content

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Further reading:

About ROER4D:

- Hodgkinson-Williams, C. (2013). *Research on Open Educational Resources for Development in Post-secondary Education in the Global South (ROER4D) - Scoping Document*. Available online: <http://hdl.handle.net/11427/8430> [Last accessed 10 February 2015].
- Hodgkinson-Williams, C. and Cartmill, T. (2014). *Research on Open Educational Resources for Development in the Global South: 1st Technical Report 23 June 2013 to 27 August 2014*. Available online: <http://hdl.handle.net/11427/9695> [Last accessed 11 February 2015].

About evaluation:

- Patton, M. Q. (2008). *Utilization-focused evaluation*. California: Sage Publications Inc.
- Ramirez, R. and Brodhead, D. (2013). *Utilization Focused Evaluation: A Primer for Evaluators*. Penang: Southbound.